

THE USHBC BLUESPAPER

News and Marketing Program Updates from the U.S. Highbush Blueberry Council March 2011

USHBC SPONSORS A 'BLUES BREAKFAST' DURING RECENT CHILD NUTRITION INDUSTRY CONFERENCE

For the second consecutive year, the U.S. Highbush Blueberry Council had an official presence at the Child Nutrition Industry Conference (CNIC) sponsored by the School Nutrition Association (SNA). The conference was held this year in Seattle, Washington from January 16 to 18, 2011. The event attracts foodservice directors from major districts as well as state and federal level school foodservice directors. The SNA is a national, nonprofit professional organization representing more than 55,000 members who provide high-quality, low-cost meals to students across the United States.

The goal of USHBC participation in this conference is to remind foodservice decision makers that blueberries are available year-round as part of the USDA commodity program; are a versatile menu item; and comply with government regulated school nutrition standards. Developing relationships with key school foodservice decision makers and establishing the USHBC as a resource for reliable information is also accomplished through this effort.

Based upon positive feedback from the 2010 CNIC, the USHBC once again hosted a "Blues Breakfast" that provided all conference attendees with the opportunity to sample several school foodservice friendly blueberry recipes recently developed by the Council. Those attending the breakfast were served blueberry banana smoothies, blueberry yogurt parfaits, miniature blueberry-sweet potato muffins made with whole wheat flour; and blueberry breakfast bakes.

USHBC informational folders were distributed to attendees as well as recipe cards with information pertinent to school foodservice teams. USHBC logos were projected onto two large screens in the dining area and a USHBC banner was displayed at the entrance. To round out the "blues" experience, blues music was played in the background. Approximately 200 directors attended the breakfast and feedback on the school breakfast items was very positive.



USDA NAMES MEMBERS TO THE U.S. HIGHBUSH BLUEBERRY COUNCIL

Reprinted from USDA AMS Press Release No. 024-11

WASHINGTON, Feb. 14, 2011 -- Agriculture Secretary Thomas J. Vilsack has appointed nine members and nine alternates to serve on the U.S. Highbush Blueberry Council. "These appointees represent a cross section of the industry, and I am confident that blueberry producers and importers will be well served

by them," said Vilsack.

Five of the members and seven of the alternates are newly appointed. The newly appointed members are John V. Bennett of Alma, Georgia; George Fritz Jr., Gobles, Michigan; Bryan Sakuma, Burlington, Washington; Janice L. Honigberg, Schiller Park, Illinois; and Parm S. Bains, Abbotsford, British Columbia.

The newly appointed alternates are Adair Chambers Peterson of Homerville, Georgia; Christopher H. Barnhill, Ivanhoe, North Carolina; Robert Carini, West Olive, Michigan; Steve Erickson, Salem, Oregon; Rob

Dhaliwal, Everson, Washington; Chris Martin, Los Angeles, California; and Ray Biln, Maple Ridge, British Columbia.

Four of the members and two of the alternates were reappointed. The reappointed members are H. Neil Moore of Ivanhoe, North Carolina; Dennis G. Doyle, New Lisbon, New Jersey; Douglas A. Krahmer, St. Paul, Oregon; and Paul J. Macrie III, Hammonton, New Jersey. The reappointed alternates are Tim Wetherbee, Hammonton, New Jersey; and Guy P. Cotton, Stockton, California. Each appointee will serve a three year term ending December 31, 2013.

NEW DIETARY GUIDELINES RECOMMEND FILLING HALF YOUR PLATE WITH FRUIT AND VEGETABLES

The USDA and the Department of Health and Human Services (HHS) have recently released the new 2010 Dietary Guidelines for Americans. Though these updated guidelines do not change the recommended



amount of fruit and vegetable servings per day, the new guidelines stress a move to a more plant based diet instructing Americans to fill half of their plates with fruits

and vegetables. This new directive will have positive impact on consumption of healthy fruits such as blueberries.

Guidelines are reviewed and updated every five years in order to keep them current with new developments in nutritional science. The guidelines serve as the basis for federal food and nutrition programs like the USDA school breakfast and lunch programs. A “half your plate” message is much easier for educators to communicate and for consumers to grasp than the previous suggestions based on cups and servings.

According to a USDA press release, “More consumer friendly advice and tools, including a next generation Food Pyramid, will be released by the USDA and HHS in the coming months”. The release notes that some of the tips that will be provided to help consumers translate the 2010 Dietary Guidelines into their everyday lives are:

- Enjoy your food, but eat less
- Avoid oversized portions
- Make half your plate fruits and vegetables

- Switch to fat-free or low-fat (1%) milk
- Compare sodium in foods like soup, bread and frozen meals--- and choose the foods with lower numbers
- Drink water instead of sugary drinks

The 2010 Dietary Guidelines are available at www.dietaryguidelines.gov.

REMINDER-----

SIGN UP FOR USHBC BLUEBERRY ALERT SYSTEM

To take part in the new blueberry alert system and receive industry updates and notifications, blueberry growers, handlers and marketers need to provide their contact information by either sending their e-mail address to JoDee Gowan at the USHBC office: (jgowan@blueberry.org); or by visiting the alert system website <http://blueberrycouncil.org/members/amerilert-tools/?type=signup> and following signup instructions.

If at any point you have a question concerning how to signup for the USHBC alert system, please call the USHBC office at (916) 983-0111.

USHBC MEETING SCHEDULE

**2011 USHBC Fall Meeting
Atlantic City, New Jersey**

Wednesday, October 5 to Friday, October 7, 2011
Caesars - Atlantic City, New Jersey
Phone (609) 348-4411

**2012 USHBC Spring Meeting
San Francisco, California**

Wednesday, February 29 to Friday, March 2, 2012
Hotel: TBD

**2012 USHBC Fall Meeting
St. Louis, Missouri**

Wednesday, October 3 to Friday, October 5, 2012
Hotel: TBD



The USHBC Bluespaper is published by the U.S. Highbush Blueberry Council; 80 Iron Point Circle, Suite 114; Folsom, California 95630. Phone (916) 983-0111; Fax (916) 983-9022; Web Site: www.blueberry.org.

The USHBC has adopted a diversity outreach plan to attempt to achieve a diverse representation on the Council. USHBC programs and meetings are open to all individuals. The USHBC prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, genetic information, parental status and marital or family status. The USHBC fully complies with any and all applicable Federal, State, and local equal employment opportunity statutes, ordinances and regulations, including, but not limited to Title VII of the Civil Rights Act of 1964; the Americans with Disabilities Act of 1990; the Age Discrimination in Employment Act of 1967; and the Equal Pay Act of 1963. Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact the USHBC office at (916) 983-0111. To file a complaint of discrimination, write to USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington D.C. 20250-9410 or call 800-795-3272 (voice) or 202-720-6382 (TDD).